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62.07

RUSSWARD

Saintpaulia Growers

MAIL ORDER ONLY

JONESBORO, ARKANSAS

1953

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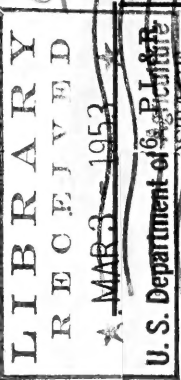
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Miss Bliss—Unusual leaf-shape characterizes this variety. Leaf very slim, dentate, tapered. Red leaf reverse. Flower is rich blue-purple——\$0.75

Opal Girl—It's hard to tell you what color this variety is. Sometimes it looks creamy white, sometimes it looks pink, sometimes it look blue-lavender—very pale. Depends on the light on it. Flowers are of unusually large size, and cup rather than opening up flat. They are borne well above the girl-type foliage. Note for those short of space: this does not grow to enormous size. Maximum spread about 12 inches ————— \$1.25

Painted Ballerina—Improved Red Girl. Deep scalloping. Leaves more pointed than usual girl foliage. Five to ten blossoms per stem make for more profuse bloom. Limited supply. Please list substitution on this one ————— \$0.75

Painted Girl—Pure white blossoms bordered with claret-red. Really a starter. Medium green girl foliage ————— \$0.75

Pink Delight—Exquisite irridescent camelia pink against dark, bronzy foliage, red-veined. Leaf reverse flushed deep plum color in mature plants. Definitely new and lovely ————— \$1.00

Pink Girl—Scalloped girl foliage with large deep pink flowers. Nice habit. Extremely popular ————— \$0.50

Polly—This is a conversation piece. Sometimes it blooms with four petals, sometimes with the usual five. Also puts out lots of little plantlets on the flower stalks. Whimsical and unpredictable. Must have been hybridized during an eclipse or something. Medium pale blue, flowers nice size, makes large plant with profuse bloom ————— \$1.00

Purity—Snow white double. Medium green ovate foliage, large long-lasting flowers make this an unusually showy plant ————— \$1.00

Purple Beauty—Longtime favorite. Dark olive green foliage with red reverse. Beautiful velvety blue-purple flowers ————— \$0.50

Purple Girl—One of the early varieties still enjoying enormous popularity. Deep blue-purple flowers, scalloped girl foliage ————— \$0.50

Queen Betty—Lovely new improved white. Dark green foliage tapers to a point. Beautiful single-crown habit, does not sucker within the main crown ————— \$1.00

Red Lady—That's what they're calling the Painted Girls that bloomed red all over instead of white with the red border. They aren't quite Red Girls, though of course, they have the scalloped foliage. They show a definite lightening of color toward the center of each bloom. Some have a burgundy-and-white marbelized effect. Elegant! ————— \$0.75

Rose Lady—Lovely companion to Painted Girl. Same flower marking—sugar white with wine.

Has ovate, semi-quilted leaves which furl slightly with maturity _____ \$1.00

Rose Marie—A true rose color. Foliage very dark. This is a near-supreme type. Makes a big husky plant somewhat on the order of the DuPonts. Round, semi-quilted leaves _____ \$1.00

Sherry Girl—An import from California. Pale blue girl type miniature habit. The leaves grow up and over in a fountain effect rather than flat. Ready March 1st _____ \$1.25

Snow Girl—Pure White single flower against intense medium green girl foliage, deeply scalloped _____ \$0.50

Snow Prince—The grand-daddy of the whites. Outdoes all existing whites for sheer size, both of mature plant and of flowers. Flowers have rounded petals like the old Neptune _____ \$1.00

Star Sapphire—Flower doesn't have the usual "violet" shape at all. Perfect five-pointed star. Medium green ovate leaves, intense sapphire blue flower _____ \$1.00

Thirty Two—Grows to enormous size. Very slick, ovate, pointed leaves. Uniform color over the pale blue-lavender flowers _____ \$0.50

Velvet Girl—Something new. This time the petal tips are washed in deep velvety burgundy-red, with the rest of the flower deep orchid. This made a hit from its' first introduction about a year ago. The girl foliage is deeply cut, creamy marking at base of leaf extends well out into the leaf _____ \$1.25

Violet Glow—Roundish, rather quilted foliage. The flowers show a red-violet inside the cup of the petals, but near-white on the outside, thus producing an aura to each flower. Very lovely effect _____ \$1.25

White Boy—Breathtaking white single with blue marking on half-dollar-size blooms. Heart-shaped, medium green foliage. Ready February 15 _____ \$1.00

Purple Prince—Heart-shaped, medium green leaf. Magnificent purple blooms. Makes very large plant. Ready March 1st _____ \$1.00

Potting Soil—This is odd looking stuff, but by George, it grows the violets like nobody's business. Moisten it and let it stand before using. Instructions tell how. Box 9x9x4 _____ \$1.00

NNOR—Favorite insecticide _____ \$0.50

Sodium Selenate—With instructions _____ \$1.00

THANKS

We always seem to think, AFTER the list has gone to press, that we should have put in a word of appreciation for the thoughtfulness of our customers.

* * * Almost all of you use the order blank at-

tached to the list. This cuts our office processing in half and saves us many time-consuming mistakes. We appreciate it.

* * * Thanks for giving us substitutions to work from, or indicating your preferences as to color and type in case current stock is sold out or undersized.

* * * Thanks for being such good sports about replacements. The African Violet is a fragile item to ship, and we're proud of our low replacement rate. But we take even greater pride in the fact that our customers invariably phrase their complaints in a reasonable and often in a humorous vein. You trust us. And that means a lot to us, believe me!

A Word About Our Business Policy . .

When we started in business, we tried to sell fancy violets at a fancy price, with expensive display ads in the magazines—the works—catering to the “luxury” market. We darn near went broke. We decided maybe we were after the wrong market, so we switched

Now we grow all our own plants. Our violets leave here fresh from our greenhouses. The only trip they make is from our house to your house, rather than the gruelling ordeal from grower to wholesaler to retailer to you. We send out better plants as a result, and since there aren't two or three people to take a slice of profit out of them on the way, you get them lots cheaper.



We keep our advertising costs down. We don't buy \$50-per-inch display ads in the magazines. We don't send out expensive illustrated catalogues. Our plants and service do their own advertising.

The customers we are after are the guys and gals who want an absorbing hobby that they can keep within common-sense financial bounds. We sell husky little plants, just coming into bloom, skillfully packed with inexpensive packing materials which we buy in enormous quantities to cut the price still further.

We're building a sound business on the principle of “the most for the money to the penny-wise consumer.” The word has gotten around fast, and we've added thousands of new satisfied customers to our family in the last two years. Your patronage and loyalty is deeply appreciated. The welcome mat is out. Come again, won't you?

Cordially,

“Russ”



PRICE LIST

SPRING, 1953

Mail Order Only

Shipping Information—All plants are 2¼ size. We ship in paper pots to minimize set-back in transit. Our list price includes the cost of packing and mailing. No extra charges to add. ALL PLANTS ARE UNCONDITIONALLY GUARANTEED TO ARRIVE IN GOOD CONDITION, INSECT-FREE, AND TRUE TO VARIETY NAME. Satisfied customers are our best advertisement. If something is wrong with your order, please let us hear from you as soon as possible and a cheerful adjustment will be made. If cold weather in your vicinity makes it impossible for us to ship your order immediately, you will be notified by mail.



Substitutions—Filling your order, particularly late in the season when stocks are running low, can be a speedier and more satisfactory process if you suggest substitutions. If you are taking advantage of the Collector's Discount, it is especially desirable for you to do this, since to refund on one or two plants would make you ineligible for the 10% or 20% discount.

Growing Tips—The most common trouble about violets is making them bloom. We've found that the difficulty is most often in the amount of light given the plants. Direct sunshine, more than an hour or two a day, will burn the foliage, but "light" is a different matter. Select your brightest, cheeriest rooms for your violet plants. Corner rooms are usually good—where they receive light from two or three sides rather than from just one side.

Another common trouble is the soil in which they are grown. Add enough sand or peat to make a crumbly, friable mixture so that air can get to the roots of your plants, or try our sterile potting mix. See below.

Azure Beauty—Beautiful double white with blue markings. Unquestionably one of the loveliest among the African Violets on the market today. Foliage slick, semi-quilted, slightly tapered — \$1.00

Bit O' Heaven—One of the improved new pinks. Rounded, semi-quilted foliage, good and heavy. Beautiful shade of true pastel pink — \$1.50

Blue Delight—Large white blossom shading to blue at the edge. Smooth brilliant green foliage — \$0.75

Blue Heiress—This is one of the new ones. A DuPont "girl" type. Deep scalloping on the gorgeous heavy leaves. Giant-sized flowers that stay on for days and days and days. Color is a brilliant intense blue \$1.50

Bronze Girl—Lavender bi-color flower shading from pale orchid to purple. Gets its' name from unusually dark bronze-green girl foliage..... \$1.00

Double Neptune—Popular dark double. Yummy red-purple shade. Opens big and lush. Sleek dark Neptune foliage tends to spoon. Grow in good light to maintain plum-tinged leaf reverse \$0.75

Double Orchid Bi-Color—The variety, Red Bi-Color has been a favorite for years. This one is the double version of the same plant. The top part of the handsome frou-frou blossom is deep burgundy, shading to orchid on the lower part. It has the same slick, ovate foliage of the regular Bi-Color \$1.25, 75-

Double Orchid Girl—The popular Orchid Girl with a double flower. Cute and fluffy \$1.00

Double Orchid Neptune—Exactly the same plant as Double Neptune except for the color of the flower, which is wine-red rather than the purple of Double Neptune. The dark green foliage with the red reverse makes this a lovely plant..... \$0.75, 50

Double Rose—This is sometimes listed as "Rose Rainbow", which is probably a better name for it since it isn't a rose color at all, but white touched with rose. It's a beautiful double—really a most valuable addition to a collection of merit. The flowers are of excellent size and habit. The rose coloring occurs mainly on the edges of the dozens of little petals, creating a breath-taking effect. You already have Azure Beauty, the double white touch with blue, and you'll want this to grow with it \$1.75

Double Sailor Delight—Same as Double Sailor Girl. Pale blue double flower. One of the loveliest of the doubles. Very dark foliage \$1.00, 50

Double Sea Girl—Sister to Double Sailor Girl. Much darker blue. Fine multiple-crown plants of this \$1.00

Fantasy—Pale lavender-pink flowers shot with purple. Neat, tailored foliage. Ovate, slightly pointed leaves of excellent habit. A very rewarding variety—beauty with rapid, easy growth..... \$1.00

Frilled Blue Delight—If you see this someplace, you'll HAVE to have it. Absolutely. It rightly belongs with the Fringette group. Large white flower with blue border, like Blue Delight, except that the edge of the petal is beautifully frilled. The foliage furls and crinkles in a most delightful manner. Handsome as all get-out \$1.50

Fringette Dark Blue—Exquisite purple velvet flowers with edges of petals frilled and crimped. Edges of leaves dentate and furled to give the whole plant a strictly "new look" \$0.75

Geneva's Daughter— . . . and now a Geneva "girl". Bloom is medium blue with white border, of course. Scalloped foliage of beautiful texture **\$1.25**, 75

Geneva Rainbow—Rich plum colored flower bordered with white at the edge of the petal. This is the "red" version of the popular dark blue Lady Geneva **\$1.25**

Helen Wilson—Deeply scalloped girl foliage, double purple flowers. A very frilly and graceful plant **\$0.75**

Holbrook Blue—For sheer vitality, profusion of bloom (good big ones, too) and general hardiness, we haven't seen the like of this variety in a long time. It makes a handsome plant. The foliage is medium green and cups slightly, ovate with pointed tip. The flower is a forget-me-not blue, and there are jillions of flowers on each stalk. Treat yourself to one of these. You'll be thankful you did. Ready February 15th **\$1.00**

Indianola—Violeteers always fling a hysteric or two over these dark, dark varieties with the red underneath. Indianola falls in that category. The leaves are rather heart-shaped, about the color of a cedar in October. The leaf reverse is flushed pink or blood red, depending on the amount of light you give it. The flower (this is the pay-off) is pale silvery lavender. It's as pretty as it sounds, too. Ready February 15th **\$1.25**

Innocense—Olive green foliage, red reverse. Leaves roundish, semi-quilted. While this is usually listed as a white, that doesn't quite tell the whole story. It's a magnolia white—a waxen, creamy color that in some lights displays a pinkish tinge but in bright light looks milky white. If you are a confirmed violet addict you won't sleep nights until you have an Innocense **\$1.25**

Lacy Girl—Heavy supreme-girl dentate leaves set off the enormous flowers of darkest velvety purple, edges of petals crimped and fluted **\$1.50**

Lady Loreta—This has been a sell-out every time we've listed it. It's a super-Blue Girl, but has none of the coarseness of the Amazon or Supreme strains. Foliage grows to immense proportions. Bloom is unusually profuse. Dark blue. Ready March 1st **\$1.25**

Lancaster Red—Brilliant burgundy flower. Slick bright green spooned foliage. Limited supply **\$1.25**

McFarland Blue Warrior—Deep, deep green leaves, plum-colored underneath. Brilliant medium-blue flowers. Makes a monster of a plant. Huge! **\$1.25**

Mentor Boy—It has been stated by those who should know, that more Mentor Boys win prizes in African Violet shows than any other variety. They make sturdy plants of impressive size, they are profuse bloomers with flowers of fine size and magnificent rich purple coloring. I doubt if any variety in the past five years has enjoyed the grass-roots popularity of this one **\$0.75**

RUSSWARD

Saintpaulia Growers

JONESBORO, ARKANSAS

Date_____

Ship To _____

Street or R. F. D. _____

Town and State _____

Amount Enclosed \$_____

If this order is being sent as a gift, please write your own name and address below since we would like to notify you of shipment.

Gift Wrapping On Request.

Quantity	Description	Price	
	TOTAL		

Orders of Less Than \$2.00 Respectfully Declined.

Collector's Discount: If your order totals \$10.00 or more, deduct 10%. If your order totals \$20.00 or more deduct 20%.

ARKANSAS CUSTOMERS: ADD 2% SALES TAX

